



Thatched Roof Makes Picturesque Tee Shelter

Reg Giddings, professional and greenkeeper, Seaford G&CC, Seaford, Delaware, stands in front of recently completed thatched roof tee shelter at first tee. The tee shelter is the handiwork of Reg who learned the art of making thatched roofs from his father in his early days near Salisbury, England. He raises his own straw which is planted in the fall and harvested in the spring. Reg has built six of the picturesque shelters and plans three more next year. He reports that after roofs have the second coat of straw they will last for 20 years. Any club interested in building this type of tee shelter will find Reg a willing adviser and able to furnish all necessary information and know-how.

and December's Christmas business amounted to 6 per cent of the year's business.

"To be able to keep our shops stocked as we have, however, we are going to have to learn how to buy, have a very good anticipation of our members' desires, and just about how much of each item they are going to want during the given months.

"I contribute a lot to the success I have had in maintaining buying in the shop to keeping golf popular among the membership of the club. If the game is popular at the club, there are always a lot of oncoming beginners, especially among the youngsters. These youngsters hardly get into full swing with their golf before the months of July and August, because school activities don't end until June. The game has become so popular among all classes of women at our club that the one that doesn't play is almost forced to become a golfer by her friends that do play. This brings to our shop a beginner nearly once a week. This interest is created and kept up on the lesson tee.

"July and August are the vacation months at most clubs. We lose that business from our golfers, who are going to be away for a couple of weeks or a month. But they are not all going at the same time, and most of them are going to play

golf while away. If we can be sure that we sell this golfer on the idea of plenty and the latest type of equipment to make his trip more enjoyable then we will not lose too many sales during these months. This, of course, makes it rough on the resort pro, but he will pick up enough on the items the golfer will need during his stay at his club to do all right for himself."

Advertising to Lengthen Season

Lou Bola, pro, Highland G&CC, Indianapolis, Ind., stresses advertising by the pro as an effective method of lengthening the season. This phase of pro shop operation usually can stand a lot of improvement. At most clubs there are advertising men who'll gladly work with the pro in preparing letters and circulars.

Advertising has to be persistent. One shot now and then may not do much business but a steady campaign of the right sort always pays out. One thing pros have found about advertising is that it isn't any too smart to enclose it with the club bills. Make separate mailings that will reach the members Thursdays or Fridays before their weekends at the club.

Bola says:

"At the first of each month, I send to each one of my members a letter telling of the various activities for that month and also mention in it some little newsy